

ASSIGNMENT 3

"Public Information."

Textbook Assignment: Chapter 3 (pages 3-15 through 3-45).

Learning Objective (continued):
Recognize the segments of public
information activity.

- 3-1. Under which of the following circumstances should the CO assign release authority to the PAO at an accident location?
1. When the CO has been fully briefed on the situation
 2. When essential staffing and coordination measures are completed
 3. When NCIS finishes its preliminary accident investigation
 4. When CHINFO gives its approval

Learning Objective: Identify
the principles of basic news
media relations.

- 3-2. Which of the following statements most accurately describes the way the Navy should treat the news media?
1. Local media outlets always take first priority
 2. National media outlets always take first priority
 3. The release of adverse news must be carefully monitored and controlled
 4. All media outlets must be treated impartially

A T-45A Goshawk makes an uneventful landing at Naval Air Station Makapuu, but for some unknown reason, the student pilot ejects while taxiing on the tarmac. The trainer slams into an unmanned, fully fueled C-2A Greyhound, igniting a fire that engulfs both aircraft. Within seconds, fire fighters extinguish the blaze. The student pilot suffers severe lacerations and a compound fracture of the right leg. It is the first accident at the station since 1977. You are the Naval Air Station Makapuu PAO.

IN ANSWERING QUESTIONS 3-3 THROUGH
3-10, REFER TO THE ABOVE SCENARIO.

- 3-3. The base operations officer calls to inform you of the accident. What should be your first course of action?
1. Ask the training air wing and Naval Air Station Makapuu COs if they want to release information on the accident
 2. Gather all pertinent facts and details for an immediate release
 3. Send a JO/PH team to cover the accident for the local media
 4. Call ASD (PA) and CHINFO requesting permission to release the information

- 3-4. Which of the following release procedures should you follow?
1. Release the information only if the media expresses interest
 2. Release the information when the training air wing and Naval Air Station Makapuu COs give their approval
 3. Release the information when all preliminary accident investigations are completed
 4. Release the information as quickly as possible

- 3-5. In releasing information, emphasis should be placed in which of the following areas?
1. Providing the reporters with all the applicable facts
 2. Arranging interviews with the recovering student pilot and crash crew personnel
 3. Helping the reporters file their stories
 4. Reminding the reporters of the exceptional safety record of Naval Air Station Makapuu

- 3-6. A reporter asks you about the types of aircraft involved. Which of the following responses is appropriate?
1. Tell the reporter that a T-45A Goshawk and a C-2A Greyhound were involved and offer no additional information
 2. Tell the reporter a response at this time would be inappropriate
 3. Tell the reporter to contact the Naval Air Systems Command public affairs office
 4. Tell the reporter that a T-45A Goshawk and a C-2A Greyhound were involved and briefly explain the mission of each aircraft

- 3-7. The military editor of a local newspaper writes a lengthy story on the accident. What security measures, if any, should you take before the reporter files the story?

1. Review the story with the base security officer
2. Review the story with the training air wing and Naval Air Station Makapuu COs
3. Review the story with your staff
4. None

- 3-8. WDWM, a local television station, reports that the student pilot ejected seconds before the C-2A slammed into the T-45A at the intersection of the main runways. You determine it is in the best interest of the commands involved to reconfirm the facts. How should you approach the WDWM station manager?

1. Call him to restate the facts and request a retraction
2. Call him requesting air time to set the record straight
3. Write or personally visit him immediately after the story airs and present the facts
4. Write or personally visit him immediately after the story airs and express concern over the content of the story

- 3-9. Despite your best efforts, the WDWM station manager chooses to stand by the story. What should be your next step?

1. Initiate legal proceedings with guidance from CHINFO
2. Make the facts available on an equal basis to other local news media
3. Invite the station manager to the command and ask the CO to reconfirm the facts face-to-face
4. Write a letter to the editor of the local daily newspaper expressing the viewpoint of the command

3-10. During your attempts to correct the inaccuracies of the WDWM story, the station manager informs you that a nationally syndicated television news magazine plans to use his story in an upcoming show. What action should you take next?

1. Contact CHINFO immediately and describe the circumstances
2. Contact the producers of the show and give them the facts
3. Contact ASD (PA) immediately and describe the circumstances
4. Contact the NAVINFO closest to the headquarters of the show and describe the circumstances

3-11. Major news story exclusives are not permitted for what primary reason?

1. Satisfying the public's right to newsworthy information is more important than accommodating a single member of the media
2. Satisfying the needs of one reporter may disrupt professional media relationships
3. Satisfying the public's right to newsworthy information cannot be accomplished by a single member of the media
4. Satisfying the needs of one reporter may lessen the importance of the news story

3-12. When, if ever, should PAOs honor a request for an exclusive?

1. When the reporter is from the Associated Press, or Reuters
2. When the reporter is writing a story intended for two or more audiences
3. When the reporter is writing a follow-up story with a unique news angle
4. Never

3-13. What guideline assists PAOs in establishing equality in news media relations?

1. Rule of Initial Inquiry
2. Rule of Media Inquiry
3. Rule of Public Inquiry
4. Rule of First Inquiry

Learning Objective: Recognize the principles of attribution and ground rules.

3-14. You are LT Ben Goldberg, a PAO speaking to the media on behalf of nine Navy commands. While establishing the press conference ground rules, which of the following statements should you make regarding attribution?

1. "Please attribute all statements to me, LT Ben Goldberg, the public affairs officer of..."
2. "Please attribute all statements to a Navy spokesperson"
3. "Please attribute all statements to a Department of Defense spokesperson"
4. "Please attribute all statements to a Chief of Information spokesperson"

3-15. Which of the following statements best describes the term "Not for Attribution"?

1. The exact information source may be identified only by title
2. The exact information source may not be identified
3. The exact information source may be identified only with permission
4. The exact information source may not be questioned further

IN ANSWERING QUESTIONS 3-16 THROUGH 3-21, SELECT FROM COLUMN B THE NEWS CONFERENCE GROUND RULE THAT FITS THE GROUND RULE DESCRIPTION SHOWN IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

	A. GROUND RULE DESCRIPTIONS	B. GROUND RULES
3-16.	Comments may be quoted word for word	1. Back-ground
3-17.	Particular source of information is not identified	2. Off the record
3-18.	Material is held in strict confidence	3. On the record
3-19.	Source of information may be recognized as "a Navy official"	
3-20.	Cannot be used when information is mistakenly disclosed	
3-21.	Customary condition when dealing with the press	

Learning Objective: Describe the methods of disseminating information to the news media.

- 3-22. Most Navy news releases are limited in size to how many pages?
1. One or two only
 2. Two or three only
 3. Three or four only
 4. Four or five pages

- 3-23. For which of the following reasons is a "spot news release" disseminated to the media?

1. When the news directly affects the operational readiness of a command
2. When the news updates a previous accident or incident
3. When the news will attract proponents of the Navy
4. When the news will gain national interest

- 3-24. When you are preparing a spot news release, which of the following considerations is most prominent?

1. Color photography of the news event
2. Security and policy reviews of the release
3. Setting up the subsequent press conference
4. Electronic news gathering of the event

- 3-25. When, if ever, may a command issue a spot news release of national interest without CHINFO or DIRPA coordination?

1. When a delay would compromise the timeliness of the release
2. When the news involves an accident or incident with fatalities
3. When a delay would not be in the best interest of the Navy or Marine Corps
4. Never

- 3-26. A news advisory serves which of the following purposes?

1. To bridge the gap between a news release and a press conference
2. To provide the news media with essential background information
3. To promote news media participation in a specific event
4. To disseminate urgent news by electronic means

- 3-27. Under which of the following circumstances should Naval Station Roosevelt Island hold a news conference?
1. When it receives the Navy Meritorious Unit Commendation
 2. When funding for the renovation of the headquarters building is approved
 3. When it is selected as the main staging area for "Operation Sans Serif"
 4. When one of its members succumbs to injuries suffered in a gardening accident

3-28. As PAO for Commander, Naval Surface Group Lake Okeechobee, you receive several requests from the local media to hold a press conference addressing the Navy's innovative method of saving manatees in the lake. How should you respond to these requests?

1. Issue an in-depth release about the innovative method
2. Hold a news conference to cover the innovative method
3. Issue a news advisory on the innovative method
4. Call each media outlet back and give them as much information as they want

3-29. During a media availability, a PAO should be ready to furnish reporters with which of the following services?

1. Answers on a variety of subjects
2. Memorabilia of the visit
3. Unrestricted access to word processing and/or facsimile machines
4. Quotes from the commanding officer

3-30. Which of the following statements most accurately describes the purpose of an editorial board?

1. To enlighten the editorial staffs of the media so new opinions about the Navy and Marine Corps are formed
2. To strengthen the professional relationships between Navy and Marine Corps public affairs officers and the editorial staffs of the media
3. To establish precise Navy and Marine Corps news coverage guidelines with the editorial staffs of the media
4. To encourage the editorial staffs of the media to produce favorable editorial opinions and commentaries about the Navy and Marine Corps

3-31. When documenting a news media query, you must note which of the following areas?

1. The home address and telephone number of the reporter making the query
2. The reason for the query
3. The intended use of the information released
4. The date and time the query was received

Learning Objective: Identify the approval authority, policy guidance, and shipboard arrangements required for news media embarkations.

3-32. The ABC Radio Network calls you, the PAO of the USS *Reesemore* (CVN-107), to arrange a live broadcast from the flight deck during "Operation Praying Mantis." With whom should you seek approval for the embark?

1. CHINFO
2. Unified or Specified Commander-in-Chief
3. ASD (PA)
4. Director, Naval Nuclear Propulsion Program

3-33. Which of the following individuals can approve a national news media embark involving operations outside the joint chain?

1. Unified commander
2. CHINFO
3. Specified commander
4. Assistant Chief of Naval Operations (OP-02)

3-34. During a sensitive operation, reporters are required to submit materials to designated officials for which of the following reasons?

1. To censor the details
2. To check factual clarity
3. To ensure the materials provide adequate coverage
4. To guard against a breach in security

3-35. Commands may ask embarking news media representatives to sign a statement regarding which of the following subjects?

1. Liability
2. Nonavailability
3. Security
4. Indemnity

3-36. The main purpose of a media predeparture briefing is to provide reporters with what opportunity?

1. To familiarize themselves with shipboard life
2. To ask opening questions
3. To review their press kits thoroughly
4. To get a detailed operating schedule

You are the PAO of the USS *Forrest Edmund*, a Pearl Harbor-based guided-missile destroyer. The ship is celebrating its 25th anniversary during a dependents' cruise. Among the scheduled events is the firing of 25 rounds by the forward and after 5" 54 caliber guns. Embarked to cover the story are Ted Plumeria, a reporter with the weekly *Pearl City Gazette*, and Lee Chang, the military editor of the Honolulu *Daily Enunciator*. Mr. Chang's deadline requires the use of transmission facilities aboard ship.

IN ANSWERING QUESTIONS 3-37 THROUGH 3-41, REFER TO THE ABOVE SCENARIO.

3-37. Before Mr. Chang's story is transmitted, it must be approved by which of the following individuals?

1. Public affairs officer
2. Operations officer or his designate
3. Commanding officer or his designate
4. Communications officer or his designate

3-38. Mr. Chang is reluctant to submit his copy for approval before it is transmitted. How should you handle this situation?

1. Tell him it is a long-standing procedure that cannot be avoided
2. Tell him it is a security precaution only
3. Tell him it is a review for the correct usage of Navy terminology and acronyms
4. Tell him the chain of command may not want to release certain aspects of the celebration

3-39. In reviewing Mr. Chang's story, you discover several quotes by members of the gun crews that contain classified information. What should be your next course of action?

1. Tell Mr. Chang the quotes contain classified information and request that they be removed
2. Tell Mr. Chang the quotes contain classified information and they must be paraphrased
3. Tell Mr. Chang the entire story must be rewritten
4. Tell Mr. Chang the story is fine, but you would greatly appreciate the removal of the quotes

3-40. An enraged Mr. Chang insists that the story be transmitted as is. What should be your next move?

1. Politely remind Mr. Chang that he is a guest of the USS *Forrest Edmund* and the chain of command's decision is final
2. Have the story transmitted as a classified message to CINCPACFLT and CHINFO
3. Have the story transmitted as is to the *Enunciator*
4. Have the story transmitted as a classified message to the destroyer squadron commander of USS *Forrest Edmund* and CHINFO

3-41. In a rush to see whales off the starboard bow, seven young dependents fall on the nonskid and are injured. One was knocked unconscious. Both reporters were on the fantail talking with crew members when the incident occurred. Which of the following release procedures should you use?

1. Tell them nothing regarding the incident
2. Tell them that some kids received bumps and bruises when they tried to see the whales only
3. Tell them that seven dependents were injured when the ship rolled to the right only
4. Tell them all you know about the incident

Learning Objective: Recognize the special considerations for broadcast, motion picture, and print media.

3-42. Commands may authorize its personnel to be interviewed on a locally televised program during which of the following circumstances?

1. When the interview is live
2. When the interview is tape-delayed
3. When the interview only deals with DON subjects
4. When the interview only deals with subjects pertaining to the command

3-43. Which of the following individuals can authorize command participation in a regional program?

1. Area coordinator
2. ASD (PA)
3. Commanding officer
4. CHINFO

Donamar, a major Hollywood motion picture company, is filming the movie *The Sands of Barrancas Beach* aboard the USS *Donax*. You are the PAO of the USS *Donax*.

IN ANSWERING QUESTIONS 3-44 THROUGH 3-48, REFER TO THE ABOVE SCENARIO.

3-44. Which of the following situations is not authorized?

1. JO1 Bell works as an "extra" after hours
2. LT Risser, NAVINFO West, works full time as a consultant to Donamar
3. YN3 Bates assists the producers in administrative matters during normal working hours
4. SN Chryst writes a story detailing the special effects used

3-45. Donamar requests the use of Navy props during the production of the movie. The cost of the expendable props is \$2,000. How should you respond?

1. Approve the request but tell Donamar they must reimburse USS *Donax* for the props
2. Approve the request but tell Donamar they must reimburse USS *Donax* \$1,000 for the props
3. Approve the request but tell Donamar they must reimburse USS *Donax* \$500 for the props
4. Do not request reimbursement for the props because the movie will give USS *Donax* worldwide publicity

3-46. Navy cooperation in this production would be conditional upon which of the following factors?

1. The USS *Donsax* is authentically portrayed
2. The USS *Donax* is portrayed based on the commanding officer's perspective
3. The PAO of the USS *Donax* maintains the right to alter the scripts
4. The revenue generated by the motion picture is shared with the USS *Donax*

3-47. Donamar needs 20 crew members to assist in production support on a weekend. In town, there are three companies specializing in the same type of production support. What should you tell Donamar?

1. You will provide the crew members upon receipt of a letter of intent
2. You cannot provide the crew members because they would be in competition with commercial establishments
3. You will provide the crew members only if they are paid the same wages as their civilian counterparts
4. You cannot provide the crew members because they are not unionized

3-48. *The Sands of Barrancas Beach* is scheduled to open next week at a nearby mall. Which of the following theater activities by USS *Donax* crew members is authorized with proper approval?

1. Selling refreshments
2. Escorting customers to their seats
3. Manning command displays in the lobby
4. Giving away complementary passes for future shows

3-49. Participation of a Navy man in a local radio or television show indirectly strengthens which of the following areas?

1. Counseling
2. Retention
3. Advancement
4. Education

3-50. ENS Tetrazzini, the food service officer of the USS *Lamprey*, is a guest on a local talk radio program. Of the following circumstances, which one is permitted?

1. ENS Tetrazzini reads a spot about a military discount offered at a restaurant
2. ENS Tetrazzini appears on the show during a command 3-M inspection
3. ENS Tetrazzini discusses wardroom gossip
4. ENS Tetrazzini talks about his most favorite/least favorite dishes prepared in the galley

3-51. A major advertising firm in New York City requests Navy cooperation in a 60-second television promo. Before the taping begins, which of the following materials must be submitted to CHINFO or DIRPA for review?

1. A brief history of the advertising firm
2. A survey of the projected audience for the promo
3. A rough concept of the promo
4. A Better Business Bureau statement addressing the credibility of the firm

3-52. A Navy speaking engagement can be sponsored by which of the following organizations?

1. Kiwanis International only
2. Escambia County Professional Photographers Association only
3. Both 1 and 2 above
4. Wal-Mart

3-53. The PAO has the authority to determine whether a Navy/Marine Corps speaker may give a speech for a politically oriented organization.

1. True
2. False

3-54. Which of the following speech opportunities is NOT sanctioned?

1. Hometown recruiting
2. Command speaking program
3. Port visit
4. Election campaign rally

3-55. Which of the following instructions should you consult before delivering a speech on a clinical topic?

1. NAVMEDCOMINST 5721.1C
2. BUMEDINST 5721.1C
3. OPNAVINST 5510.161
4. SECNAVINST 5370.2H

3-56. Which of the following tools should be used by the speech writer and the speaker to reach the audience effectively?

1. Visual aids
2. Audience analysis
3. Statistics
4. Audience survey

Learning Objective: Identify the basic policies and guidelines pertaining to Navy/Marine Corps speeches.

IN ANSWERING QUESTIONS 3-57 THROUGH 3-61, SELECT FROM COLUMN B THE PAO DECISION THAT FITS THE SPEAKING FORUM SHOWN IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

	A. <u>SPEAKING FORUMS</u>	B. <u>PAO DECISIONS</u>
3-57.	A demonstration in favor of banning homeless people from a local mall	1. Not authorized 2. Authorized
3-58.	A \$50 a plate dinner for a family that lost its house in a tornado	
3-59.	A club that openly supports Iranian terrorist principles	
3-60.	A fund raiser in support of the United Services Organization	
3-61.	A weekly meeting of Cuban Americans where non-Cubans are prohibited	
3-62.	In making a speech to a congressional subcommittee, SECNAV should use which of the following speech delivery methods?	1. Impromptu 2. Memorization 3. Extemporaneous 4. Manuscript
3-63.	Vice Admiral Mengel of CINCLANT has five speaking engagements scheduled in the next 6 months. The CINCLANT PAO should notify what individual regarding the engagements?	1. CHINFO 2. SECNAV 3. SECDEF 4. ASD (PA)

- 3-64. Which of the following items is NOT a part of a speakers bureau at a command?
1. A current listing of assigned personnel known as capable speakers
 2. An audio recording of all previous speeches
 3. A copy of the CHINFO fact file
 4. A listing of all requested speaking engagements
- 3-65. How long must a command retain copies of speeches?
1. 1 year
 2. 2 years
 3. 3 years
 4. 4 years
- 3-66. When, if ever, should an individual command forward a speech to CHINFO or DIRPA?
1. When the speech is historically significant
 2. When the speech contains colorful anecdotes
 3. When parts of the speech can be used for an external release
 4. Never
- 3-67. LCDR Grackle gives a speech at the local Rotary Club as part of the speakers bureau of the USS *Dove*. LCDR Grackle is authorized to accept not more than what amount of money, if any?
1. \$2,000
 2. \$1,000
 3. \$500
 4. None

- 3-68. BTCM Macaw, while on leave, will deliver a speech about his duties as the engineering department LCPO of the USS *Dove*. Which of the following additional topics is BTCM Macaw NOT authorized to talk about?
1. The reasons his twin brother joined the Coast Guard instead of the Navy
 2. The discrepancies found in a recent Operational Propulsion Plant Examination
 3. The divisions within the engineering department and their missions
 4. The role of the engineering department when in port and underway
- 3-69. If the news media is invited to cover a speech, which of the following methods may be used to provide pertinent information?
1. A story in the base paper
 2. A news advisory
 3. A press conference
 4. A personal visit by the PAO
- 3-70. A PAO decides to mail a news release to the media regarding a significant Navy speaking engagement. The news release should contain which of the following components?
1. Speaker's biography, spouse's biography, and a complete listing of previous speeches given
 2. Complete listing of previous speeches given, photograph of the speaker, and a delayed advance copy of the speech
 3. Delayed advance copy of the speech, speaker's biography, and a photograph of the speaker
 4. Photograph of the speaker, feature story on the speaker, and a delayed advance copy of the speech
- 3-71. A command may participate in a panel discussion under which of the following conditions?
1. When participation is properly cleared
 2. When an audience survey has been taken
 3. When a complete listing of the topics to be discussed is provided
 4. When sufficient time is allowed for clarifying main points
- 3-72. DoD participation in debates is discouraged for which of the following reasons?
1. Debating places DoD spokespersons in an advocacy role
 2. Debating does not provide enough time for rebuttals
 3. Debating often leads to irrational conversation among participants
 4. Debating may place DoD spokespersons in an embarrassing situation